

# 295 Lives Were Lost in the Brooklyn Theatre Fire Due to Senseless Panic.



**E** omitted this item in our 70th Anniversary Celebration Souvenir, because it was a senseless panic that caused 295 men, women and children to kill each other in a mad rush, when if the mad rush had been avoided not a life would have been lost. A panic is such a Rush-wreck of life, money and property, which intelligence and ordinary common sense tries to avoid, that we simply could not bear to print it in our 70th Anniversary Souvenir. A panic is a mad rush, is an insult to American intelligence. Eighty million

Americans have the brains, the wheat fields, the corn fields, gold mines and mines of all minerals, the most wonderful initiative and eighty million peoples' faith in the Constitution and the Flag, and therefore, even to refer to a panic, is hateful. Faith in ourselves and our resources is sufficient. We haven't enough of our 70th Anniversary Souvenirs to go around, but send your name for a free copy anyway. Keep away from a panic---that kills it. Our Souvenir gives the date of every panic since 1837 and we are the biggest country on earth to-day.

## F.O. Matthews Sons

BROOKLYN, N. Y.

R. H. Macy & Co.'s Attractions Are Their Low Prices.  
**Macy's**  
B'way at 6th Ave. 34th to 35th St.



Make the Most Out of Your Apparel Expenditures

Underselling is a characteristic of this Macy cash system. And it is demonstrated to excellent advantage in this season's assortments of

Overcoats from \$14.75 to \$34.50

For similar garments in other shops the one extreme is \$18.00, the other, say, \$40.00, though our shopping organization has recorded instances where it is as much as \$45.00.

The coats we show are the finest garments of every grade that money will buy. Included in these stocks are

### Box and Semi-Form-Fitting Models

—in black and gray Kersseys, lined with serge and pure dye silk—in fancy cheviots and tweeds and black and Oxford friezes, with satin shoulder lining and wool body lining—in unfinished worsteds, with silk lining and velvet or self collars.

\$14.75 to \$34.50—Selection Unsurpassed.

In addition, on our Fifth floor, extensive assortments of Men's Hats, Footwear, Smokers' Requisites and Sporting Goods. On the Main Floor—34th Street side—complete stocks of Furnishing goods and Undergarments.

### AMUSEMENTS.

**CARNEGIE HALL.** SYMPHONY SOCIETY OF NEW YORK. WALTER DAMROSCH, Conductor. EIGHT SATURDAY EVE'S CONCERTS.

Sunday Afternoons TWENTY. Subscription tickets for either series NOW at office of Society, 1 W. 34th st., and at Carnegie Hall.

**BLANEY'S** THEATRE, LINCOLN Sq. B'way, 66 St. Wed. Mat. 25-30c. Sat. also 1 Abert Robbin Hood. Opera Co. 25-30c. "The Wizard of Oz." Double Bill. preceded by PINAFORE.

**BERKELEY** THEATRE, 440 St. MD. AV. Eves. Mats. Thurs. & Fri. 25c. "Arnold Daly" 3 PLAYS 9:30—Washington's First Defeat; 24c—"The Major" 10:30—How He Died to Her Husband.

**MURRAY'S** 440 & 450 St. Mats. Every Day. "Dinner Burlesques." MURRAY'S THEATRE NIGHT. NEW STAR X, W-2nd CHORUS AND DANCERS.

Collars—our method of make makes it Lock Front; unless so stamped it is not Lock Front.

EARL & WILSON.

Totchet is one.

### AMUSEMENTS.

**HAMMERSTEIN'S** DAILY MATS. PETER F. DAILEY, ELAINE GARDNER, WM. H. THOMPSON, ROONEY & BENT, JOHN T. KELLY, Kitamura's Japs, Foster & Foster, others.

**GARDEN** THEA. 27th St. & Mad. Ave. Eves. 8:20. Last 2 Weeks—Mata. Wed. & Sat. 2:15. Mata's Fascinating Japanese Grand Opera.

**MADAM BUTTERFLY** 14th St. & 2nd Av. CONTINUOUS. VINNIE HENSHAW, MAXWELL & DUDLEY, others.

**WEBER'S** B'way & 2nd St. Eves. 8:15. Joe WEHRER's Musical Affair. **LEIFI** 14th St. **HOTEL** 14th St. **HOOTAN**.

**NEW CIRCLE** Tel. 518 Columbia, Eves. 8:20. Mortimer Snerd in "TWO ISLANDS" & Co. of 35. Seats 4 weeks in advance. Pop. prices.

**AMERICAN** COLE & JOHNSON. Mat. Sat. N.Y. W.R.—Since Nellie Went Away. Ted Marks' New Concerto. Mat. & Eves. 25-30c.

**STAR** 2nd CONVENTION THEATRE, NEW YORK CITY, W-2nd CHORUS AND DANCERS.

**WEST END** Mats. 25 & 30c. **THE SPOTLESS** NEAR WEST—AT TALES.

### AMUSEMENTS.

**CARNEGIE HALL.** BOSTON SYMPHONY ORCHESTRA. Dr. Karl Muck Conductor. Of the Royal Opera.

**BELASCO** THE ROSE OF THE RANCHO DAVID BELASCO'S Eventuates at 8:15 sharp. Matthew Shirvington's in a Grand Army Man presents David

**ASTOR** B'way & 34th St. Eve. 8:15. PAYNE HITCHCOCK JANKE TOURIST BEST MUSICAL SHOW IN N. Y.

**MUSIC HALL** B'way & 2nd St. Eves. 8:15. Joe WEHRER's Musical Affair. **LEIFI** 14th St. **HOTEL** 14th St. **HOOTAN**.

**MOTOR CARS FOR HIRE** \$3 per hour. "PHONE 2880 COLUMBUS." For rates see second advertising page Telephone Directory.

**GRAND FRANK DANIELS** The Tattooed Man. Next Week—LUKE GLASER.

**CARNegie Hall** Saturday Afternoon Oct. 26 2:30 JOSEPH

**HOFMANN** PIANO RECITALS. Box office and 2nd flr. 171 St. STEINWAY PIANO USED.

**DEWEY** 14th St. Ladies' Mat. To-day THE FIGURE LILLIES. Sunday Mat. & Eve. Concerto.

**FOOTMAN** 8:15. Ladies' Mat. To-day ONCE UPON A TIME. Sunday Mat. & Eve. Concerto.

**WEST END** Mats. 25 & 30c. **THE SPOTLESS** NEAR WEST—AT TALES.



A boy in a ripped suit is an unpleasant phantom.

But in buying here, no man need avoid the most pronounced patterns to avoid a double.

Every mixture fabric we make into men's suits is made for us exclusively, and with our small quantities and wide distribution the chance of ever seeing another suit like yours is almost exclusive with us.

Exclusive fabrics often,

though to give the widest pos-

sible variety we also use in

boys' suits many small quan-

tities of all-wool cloths bought

in the open market.

Boys' Norfolk and double-

breasted suits, \$6.50 to \$18.50.

**ROGERS, PEET & COMPANY.**

Three Broadway Stores.

258 842 1260 at Warren st. at 13th st. at 32nd st.

opposite near opposite City Hall. Union Square. Greeley Square



A boy in a torn suit is an unpleasant phantom.

The work's the thing that gives exclusive character to our boys' clothes, indeed such costly work in boys' clothes is almost exclusive with us.

Exclusive fabrics often,

though to give the widest pos-

sible variety we also use in

boys' suits many small quan-

tities of all-wool cloths bought

in the open market.

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### AMUSEMENTS.

#### HIPPODROME

OLD AV. 430 to 445 Street.

DAILY MATS. 8:15. Mat. Sat. & Sun. 2:30.

FLYING IN MID-AIR with 100 Doves

A SHOW IN 3 PLACES AT ONCE:

IN THE UNDERSEA OF LAND

NEPTUNE'S 12-FT. PIONEER

DAUGHTER ACTRESS DAY

SUN. SUNDAY FIRST N. Y. Concert of

ELLIERY'S BAND

MON. MAT. 8:15. Mat. Sat. & Sun. 2:30.

THE GREAT SUCCESSES

LAWRENCE MET. Election Day

De Angelis ★ The Gay Ring Alexander Carr ★ White Way

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